

# **TOWN OF DAVIE**

## **TOWN COUNCIL AGENDA REPORT**

**TO:** Mayor and Councilmembers

**FROM/PHONE:** Dennis Andresky, Parks & Recreation Director, 797-1150

**PREPARED BY:** Dennis Andresky, Parks & Recreation Director, 797-1150

**SUBJECT:** Resolution

**AFFECTED DISTRICT:** 3

**TITLE OF AGENDA ITEM:** A RESOLUTION OF THE TOWN OF DAVIE ACCEPTING THE BID FOR SPORTS PHOTOGRAPHY SERVICE AND AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT FOR SAID SERVICE WITH TSS SPORTS PHOTOGRAPHY.

**REPORT IN BRIEF:** The Town conducted an RFP for Sports Photography Service the its' sports programs. Two vendors responded. TSS Sports Photography was selected by unanimous vote for bid award by the Towns Bid Specification Review Committee. The initial term of the contract is for a two year period. The contract allows for one two year extension period based on mutual agreement of the parties and approval by the Town of Davie Town Council. This contract will produce revenue to the Town of \$6,700.00. Staff recommends approval of the resolution as presented.

**PREVIOUS ACTIONS:** Previous service contract expired on October 16, 2006.

**CONCURRENCES:** Contract approved by the Town Attorney.

**FISCAL IMPACT:**

Has request been budgeted? No

If yes, expected cost: \$

Account Name:

If no, amount needed: \$

Additional Comments: Revenue to the Town of \$6,700.00 per year.

**RECOMMENDATION(S):** Motion to approve the resolution.

**Attachment(s):**

Resolution, Contract, Vendor Information, Bid Spec Recommendation

RESOLUTION \_\_\_\_\_

A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA ACCEPTING THE BID FOR SPORTS PHOTOGRAPHY SERVICE AND AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT WITH TSS SPORTS PHOTOGRAPHY FOR SAID SERVICE .

WHEREAS, the Town of Davie desires to provide sports photography service for participants in its sports programs; and

WHEREAS, the Town conducted a formal bid solicitation for sports photography service and TSS Sports Photography was selected by the Towns Bid Review Committee for bid award; and

WHEREAS, after review, the Town Council wishes to award the bid for sports photography service to TSS Sports Photography and to authorize the Mayor to execute an agreement for said service with TSS Sports Photography.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF DAVIE, FLORIDA.

SECTION 1. The Town Council authorizes the bid award for sports photography service to TSS Sports Photography.

SECTION 2. The Town Council authorizes the Mayor to execute a contract with TSS Sports Photography for sports photography service.

SECTION 3. The initial term of the contract is for a two (2) year period with an option to extend the contract for one (1) additional two (2) year period by mutual agreement of the parties and approval by Town Council.

SECTION 4. This resolution shall take effect immediately upon its passage and adoption.

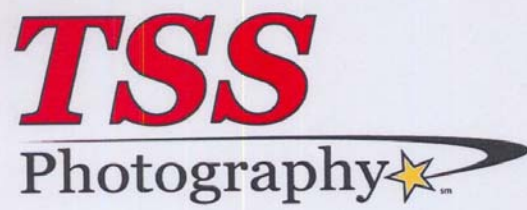
PASSED AND ADOPTED THIS 20<sup>th</sup> DAY OF December , 2006

\_\_\_\_\_  
MAYOR/COUNCILMEMBER

ATTEST:

TOWN CLERK

APPROVED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ , 2006



&



TOWN OF DAVIE

A Winning Team  
Since 1995!

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## **1) Introduction**

### **TSS Photography**

TSS Photography is part of TSS Photography Inc. (TSS), the nations first and largest company to specialize in youth sports photography. TSS has been servicing America's youth sports leagues and associations since 1982.

TSS has been providing its quality products and services to the South Florida area for over fifteen years. Our commitment to excellence, our wide variety of exciting products, our unsurpassed quality, and exceptional service has made us the largest and finest youth sports photography service in South Florida.

Over 170 different youth sports leagues and associations from the Upper Keys to Stuart use TSS as their preferred photography service.

TSS has been awarded the prestigious "Franchise of the Year" award eleven times over the last fifteen years.

Our 3,500 sq.ft. facility located in Margate provides offices for our 7 full time staff members, stores and inventory a full range of photography equipment, house a complete plaque/awards department.

In 2005 TSS photographed over 70,000 children.



## **2) Qualifications**

TSS Photography is part of a nationwide organization that is the first and largest company to provide youth sports photography services on a nationwide basis. We have been in the South Florida area for 15 years.

TSS has provided our quality services to the Town of Davie Youth Sports Photography Leagues for 10 out of the last 12 years

We are totally qualified to handle all your youth sports photography needs as evidenced by our excellent service and products we have delivered to The Town Of Davie.

Our commitment to excellence, our wide variety of exciting products, our unsurpassed quality, and overall service has made us the largest and finest youth sports photography service in South Florida.

Besides The Town of Davie, over 160 different youth sports organizations in the South Florida area use TSS Photography as their preferred photography vendor.

Our ability and familiarity with your needs allows us to provide The Town Of Davie with the best service and frees your staff of any picture burdens.

From the start of the season to the end, we handle all aspects of picture day including; scheduling, order forms preparation/delivery, fully staffed personnel on picture day, coordination of make-up day(s), delivery of photos/plaques, retakes, and handling of any customer service issues.

We greatly appreciate your past business and loyalty and look forward to continuing our successful association with The Town of Davie Sports Programs.

### 3) Equipment

**Inventory** - Our 3,500 sq ft. facility in Margate allows us to house a full plaque department, store ample photography equipment, and provides offices for our 7 full time staff members.

1. Camera Equipment - Our company owned equipment including six digital cameras with dedicated flashes, lens, and tripods. We have 15 professional photographers on our staff, many who have been with us for over 10 years, who all own their own professional camera equipment (inspected by us) for backups or to use for the shoots
2. Backdrops/Lights - We own over 25 professional sports scene backdrops for times when we have to shoot indoors (i.e. basketball or for bad weather conditions). We also own seven professional indoor portable studio lighting setups.
3. Plaques/Trophies - We own computerized engraving and sublimating systems which allow us to provide your coach plaques in a expedient manner.
4. Digital Lab - all of our photographs are now fully digitally processed at TSS's 40,000 sq ft. lab which utilizes the state-of-the-art digital processing equipment which allows TSS to provide your parents with the best quality in the industry.

## **4) Management Team**

### Mitchell Ziffer

Mr. Ziffer is TSS President and leader. Mr. Ziffer started TSS fifteen years ago. His attention to service, detail, and his hands on approach has allowed his company to provide the best service and quality in the industry. Mr. Ziffer will be your main contact.

### Rachel Sherman

Mrs. Sherman is the office manager and runs our school portrait division, School Dayz Photography. She has been with TSS since 1994.

### Carolyn Doherty

Mrs. Doherty is our quality control supervisor. She monitors all the orders to ensure the customers receive what they ordered. She has been with TSS since 1995.

### Haydee Chiles

Mrs. Chiles is our Customer Service Manager. She oversees our customer service department and makes sure every parent receives proper attention and response time. She has been with TSS since 1995.

### Beth Furman

Mrs. Furman is in charge of order entry. She is responsible for the data input which allows us to provide our customers with expedient and accurate orders. She has been with TSS since 1997.

### Michael Reidy

Mr. Reidy is our Graphic Design specialist, in-house computer expert, and production manager for our quality awards and plaques. Mr. Reidy has been with TSS since 2002.

We also employ over 7 part time personnel during the year.

TSS has over 50 dedicated photographers, assistants, and shoot supervisors. Many have been with the company for several years.



## **5) Customer Service**

### **A) Parents:**

TSS is dedicated to customer service. We make it very easy for parents to contact us regarding their photo order. We deal with the parents directly so you can “wash your hands” of any parents questions. The many convenient ways a customer can contact us are as follows:

- 1) Phone Call- A parent can make a local telephone call and speak directly with our customer service department.
- 2) Fax/ Mail- Every parent receives a customer service / re-order sheet with their picture order. They can fill this out and fax it to our office where it will be handled expediently, or they can mail it.
- 3) E-mail- Parents can always e-mail us 24/7 concerning their order.
- 4) Web Site- Parents can order or re-order photos on our easy to use website.  
Check it out @ [www.TSSPhotography.com/sfla](http://www.TSSPhotography.com/sfla)

### **B) League:**

TSS takes all the hassles out of picture day. From the start of the season to the end, we handle all aspects of picture day including: scheduling, order forms preparation/delivery, fully staffed personnel on picture day, coordination of make-up day(s), delivery of photos/plaques, retakes, and handling of any customer service issues.

## 6) Value

TSS may not be the “cheapest”, but we offer your parents the best **VALUE!** Companies with the cheapest price usually reflect that aspect in the products and service they provide.

We offer your program and its parents superior service, with prices that are very competitive.

## 7) Picture Day Procedures

Picture days and times would be set up in advance (at mutually agreeable dates) of each sport season.

TSS will provide order forms for all teams (at least one week in advance) which will be distributed by the league.

TSS will provide ample personnel on picture day to make sure the photos are taken in the allotted time. The parents must have their order form completed with payment (cash, money order, check, or credit card) included on picture day. We are responsible for handling and collecting all monies.

A board of our wide variety of products will be sample displayed on picture day.

We normally take one shot of each child (unless we see that the child has blinked or the parent requests a second shot). All of our photographs are 100% guaranteed, the parent can have their child's photo retaken or receive a full refund if they are not satisfied with the photos. All orders will be delivered within 4 weeks of when they were taken. The orders are all individually bagged and divided by teams.

## **8) Trophies & Awards**

We take the same approach to trophies and awards as we do with our photography services. Many of the leagues and organizations who use TSS Photography for photography also use us for their trophies!

### One Stop Shop

One less company you have to count on to provide you the quality trophies and service you expect and deserve. We are already in constant contact with you regarding photos. TSS Photography is always there for you.

### Service

The same quality service you receive with our photography service is the same you will receive with our trophies. We deliver trophies to you divided by age groups and types. The trophies will be delivered on time!

### Quality

We only use the best products, materials, and supplies in the industry.

### Price

As a preferred TSS customer you receive excellent prices which will save your program money.



## 9) Digital Event Imaging

Our express digital systems allow us to take action shots and have them printed on-site. We utilize custom borders and graphics which greatly enhance the photos. The parents get to look at the photos before purchasing. We offer a variety of photo sizes and products which include:

\*5x7's

\*8x10's

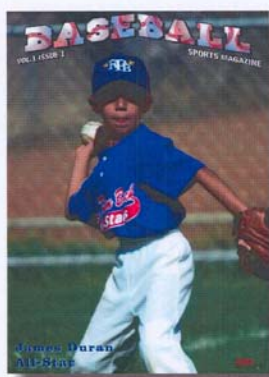
\*Keychains

\*Custom Borders & Graphics

\*Personalized Magazine covers

\*Commerorative Photo Plaques

All images are also posted on our website and are available for viewing and purchase after the event.



## **10) National Support / Lab / and Programs**

TSS's 40,000 sq.ft. lab utilizes state of the art equipment which will provide your participants with the best quality and variety in the industry.

Our corporate headquarters (located in Atlanta, Ga.), the first company to provide youth sports photography on a national level, has been in business for 25 years. Besides being serviced locally you have the support of a nationwide organization. TSS is truly the leader in youth sports photography.

## **11) Kids Club**



The Kids Club is a premier customer loyalty and recognition program which benefits your league participants. Some of the benefits include:

- Money saving coupons, printed directly from the member's website•
  - Newsletter with sports and national history•
  - J.O.Y.<sup>sm</sup> Scholarship eligibility•
- Giveaways including gift certificates, software, and more•
  - Discounts at the TSS Store•
  - Games, sports facts, fun!•



## 12) Partnership

TSS and Make-A-Wish foundation are working together to make wishes come true. Make-A-Wish is a global charity that grants the wishes of children with life threatening medical conditions to enrich the human experience with hope, strength, and joy. A portion of sales from designated items will be donated to Make-A-Wish. Last year TSS donated over \$40,000 to Make-A-Wish

## 13) Partnership

Every child who purchases a picture / item receives a free photo ID authorized by the National Center For Missing & Exploited Children. This is a \$5.00 value.

## 14) Partnership

TSS Photography and the Florida Marlins have formed a partnership in which TSS's leagues receive special promotions/discounts to Marlins game (see enclosed newspaper article). Your parents and children will be entitled to receive significant savings to designated Marlin games.

## **15) Town of Davie Required Information**

### **Photography Package Pricing Page**

Package:	Price:
#1 (2) 4" x 5" of individual photo (1) 5" x 7" of team photo with combination holder	<u>\$15.10</u>
#2 (8) wallets of individual photo (2) 4" x 5" of individual photo (1) 5" x 7" of team photo with combination holder	<u>\$21.50</u>
#3 (1) 8" x 10" of individual photo (8) wallets of individual photo (2) 5" x 7" of team photo (1) 8" x 10" of team photo with combination holder	<u>\$37.75</u>
#4 (12) trading cards (2) 4" x 5" of individual photo (1) 5" x 7" of team photo with combination holder	<u>\$26.00</u>
	<u>Plus 6 Percent Sales Tax</u>

**List of References**

1. Company Name      City Of Sunrise - Appx. 3000 Participants  
Address                10610 W. Oakland Park Blvd  
City, State             Sunrise, Fl 33351  
Telephone             954-747-4660  
Contact Name        Beth Zicker
  
2. Company Name      W. Broward YMCA - Appx 4000 Participants  
Address                20201 Saddle Club Road  
City, State             Weston, Fl 33360  
Telephone             954-424-9622  
Contact Name        Bryon Roystanzo
  
3. Company Name      City of Boynton Beach - Appx. 1200 Participants  
Address                1901 N. Seacrest Blvd  
City, State             Boynton Beach, Fl 33435  
Telephone             561-742-6230  
Contact Name        Todd Johnson

**PAYMENT OF FEES TO THE TOWN PAGE**

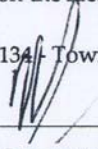
Contractor shall pay the Town the following fees for the programs listed:

Tackle Football/Tackle Cheer/Flag Football/ Flag Cheer	1000 participants	Fee: \$ <u>\$ 2000.00</u>
Boys Baseball/Girls Softball	1100 participants	Fee: \$ <u>\$ 2000.00</u>
Youth Soccer	1000 participants	Fee: \$ <u>\$ 2000.00</u>
Basketball	450 participants	Fee: \$ <u>\$ 500.00</u>
Roller Hockey (Fall & Spring)	200 participants	Fee: \$ <u>\$ 200.00</u>

Payment of Fees are due net (30) days after each sport's scheduled photo session.  
There will be no fee incurred for any of our travel sports programs.

NOTE: Please indicate on the face of your sealed envelope the following:

"Proposal B-06-134 Town of Davie Sports Photography"

Signature: 

Company: TSS PHOTOGRAPHY

Address: 2000 BANKS RD G-1

MARGATE FL. 33063

Phone #: 954-933-0986

Date: NOVEMBER, 12TH 2006

F.E.I.N. Number: 65-0305883



**Town of Davie  
Vendor/Bidder Disclosure**

I, Mitchell Ziffer, being first duly sworn state that:  
The full legal name and business address of the person(s) or entity contracting with the  
Town of Davie ("Town") are as follows (Post Office addresses are not acceptable):

Name of Individual, Firm, or Organization: TSS PHOTOGRAPHY  
Address: 2000 Banks Road G-1  
Margate, FL 33063  
FEIN 65-0305883  
State and date of incorporation FLORIDA DEC. 1991

**OWNERSHIP DISCLOSURE AFFIDAVIT**

1. If the contract or business transaction is with a corporation, the full legal name and business address shall be provided for each officer and director and each stockholder who directly or indirectly holds five percent (5%) or more of the corporation's stock. If the contract or business transaction is with a trust, the full name and address shall be provided for each trustee and each beneficiary. All such names and address are as follows (Post Office addresses are not acceptable):

Full Legal Name	Address	Ownership
<u>Mitchell Bergl Ziffer</u>		<u>100</u> %
<u>10511 Santa Laguna Drive</u>		%
<u>Boca Raton, FL 33428</u>		%
		%

2. The full legal names and business addresses of any other individual (other than subcontractors, materialmen, suppliers, laborers, and lenders) who have, or will have, any legal, equitable, or beneficial interest in the contract or business transaction with the Town are as follows (Post Office addresses are not acceptable):

Full Legal Name	Address



By: [Signature]  
Signature of Affiant  
Mitchell Ziffer  
Print Name

Date: 10/14/06

SUBSCRIBED AND SWORN TO or, affirmed before me this 14 day of  
Nov 2006, by Mitchell Ziffer, he/she is  
personally known to me or has presented FL DL as  
identification.



Donna Noboa  
Notary Public, State of Florida at Large

Donna Noboa  
Print or Stamp of Notary

Serial Number

My Commission Expires: July 8, 2009

**Request for Taxpayer  
Identification Number and Certification**

Give form to the  
requester. Do not  
send to the IRS.

Print or type  
See Specific Instructions on page 2.

Name (as shown on your income tax return) <b>Mitchell Ziffer</b>	
Business name, if different from above <b>TSS Photography dba The Sports Section of S. Fla</b>	
Check appropriate box: <input type="checkbox"/> Individual/ Sole proprietor <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Other ▶ ..... <input type="checkbox"/> Exempt from backup withholding	
Address (number, street, and apt. or suite no.) <b>2000 Banks Road G-1</b>	
City, state, and ZIP code <b>Margate, FL 33063</b>	
List account number(s) here (optional)	

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number								

or

Employer identification number								
6	5	0	3	0	5	8	8	3

**Note.** If the account is more than one name, see the chart on page 4 for guidelines on whose number to enter.

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. person (including a U.S. resident alien).

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 4.)

<b>Sign Here</b>	Signature of U.S. person ▶ 	Date ▶ <b>11/11/05</b>

**Purpose of Form**

A person who is required to file an information return with the IRS, must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

**U.S. person.** Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee.

In 3 above, if applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

**Note.** If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

For federal tax purposes, you are considered a person if you are:

- An individual who is a citizen or resident of the United States,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States, or
- Any estate (other than a foreign estate) or trust. See Regulations sections 301.7701-6(a) and 7(a) for additional information.

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

## **16) Complementary Items / Services**

- \* FREE I.D. CARD, APPROVED BY THE NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN, FOR EVERY CHILD WHO ORDERS A PICTURE ITEM/PACKAGE.
- \* 2 - 8x10 COACH PLAQUE WITH YOUR LEAGUE LOGO AND 5X7 TEAM PHOTO PER TEAM. TACKLE FOOTBALL RECEIVES ONE FOR EVERY CERTIFIED COACH.
- \* 2 FREE PHOTOS OF COACH/CHILD FOR EVERY COACH
- \* NO MINIMUM PURCHASE REQUIRED ORDERING ANY OF OUR PRODUCTS.
- \* SAVINGS ON TROPHIES!
- \* 100% SATISFACTION GUARANTEE (IF PARENTS ARE NOT SATISFIED WITH PICTURES, WE WILL RETAKE THEIR CHILD'S PICTURES AT NO CHARGE OR REFUND THEIR MONEY).
- \* PICTURE DISPLAY OF ALL OUR PRODUCTS ARE SET UP ON PICTURE DAY.
- \* MEMO TO PARENTS AND COACHES REGARDING PICTURE DAY ISSUED TO LEAGUE ALONG WITH ORDER FORM ENVELOPE AT LEAST ONE WEEK PRIOR TO PICTURE DAY.
- \* COMPLETE SCHEDULING, ORGANIZATION, AND SUPERVISION OF PICTURE DAY PROVIDED BY TSS PHOTOGRAPHY.
- \* AT LEAST ONE ASSISTANT PER PHOTOGRAPHER PROVIDED TO POSE CHILDREN, COORDINATE TEAMS, AND ANSWER PARENTS QUESTIONS.
- \* LOCAL SOUTH FLORIDA OFFICE ALLOWS US TO BE VERY ACCESSIBLE TO YOUR LEAGUE.
- \* TSS UTILIZES ITS OWN IN HOUSE LAB, WHICH ALLOWS US TO KEEP TOTAL CONTROL OF THE QUALITY OF OUR PICTURES. WE DO NOT CONTRACT OUT OUR WORK TO AN INDEPENDENT LAB.
- \* FREE DELIVERY OF PICTURES TO YOUR LEAGUE

BID SPEC COMMITTEE RECOMMENDATION

	A	B	C
1			
2			
3		SPORTS PHOTOGRAPHY	
4			
5			
6	COMMITTEE MEMBER	TSS	DOUG'S
7		PHOTOGRAPHY	PHOTOGRAPHY
8			
9	W. UNDERWOOD	1	2
10	R. MUNIZ	ABSENT	ABSENT
11	M. KUTNEY	1	2
12	L. PETERS	1	2
13	D. ANDRESKY	1	2
14	H. HYMAN	1	2
15			
16	TOTAL	5	10
17			
18	RANKING	1ST	2ND